Amendments to the Specification:

[0030] Referring now more particularly to Figure 1, a block diagram is shown illustrating a preferred method of the invention. As shown in block 10, a full dosage of the pharmaceutical which, in the case of the treatment of ADHD, may be methylphenidate or dextroamphetamine or salts thereof, is administered to the patient, together with a placebo marked with enhanced indicia, during a first predetermined time period. The enhanced indicia may be the diamond shaped marking 12 on placebo pill 14, as illustrated in Figure 2. By administering the placebo marked with enhanced indicia, together with the full dosage, it is believed that the patient will associate beneficial effects of the pharmaceutical with the visually distinctive placebo through the repeated pairing of the pharmaceutical and the placebo. Thus the patient will develop a conditioned response to the placebo that is similar to the response the patient has from taken the pharmaceutical. The first predetermined time period may vary. For example, it may be one day or one week. The terms full dosage, normal dosage, and usual dosage are used interchangeably herein to mean the dosage amount given to a patient which is medically appropriate to treat the patient's condition without regard to the dosage reduction techniques taught by this invention.